





# CONTENTS

Volume 66

Number 10

Buying and selling power	3
Holiday Goodies	4
Holiday helping	6
Making 50¢ on your dollar	8
Leveling the load	9
In Orange: Making a positive impression	10
News Briefs: Pirates, accolades	11



*Holiday decorations, family gatherings and milk and cookies for Santa Claus are all Christmas traditions in Southeast Texas and Southern Louisiana. Sewing Victorian era dresses has also become a tradition for Pat Jordan, Engineering. Jordan has made 36 dresses, including those shown above, for her family's participation in Galveston's annual Dickens on the Strand festival. Standing on the porch are (from left) Jordan, Betty Bibbie and Pauline Carlson. In front are Betty Bass, Glenda Lindow and Barbara Ward. Steve Bagley, Drafting, shot the photograph.*

## PLAIN TALKS

December 1987

Published for employees and retirees of Gulf States Utilities Company. No portion of the contents of this magazine may be reproduced without written permission of the publisher. Address all communications to PLAIN TALKS, Gulf States Utilities Company, P.O. Box 2951, Beaumont, Texas 77704, Phone (409) 838-6631.

**Executive Editor:**  
Betty Gavora

**Editor:**  
E. Kelly Merritt

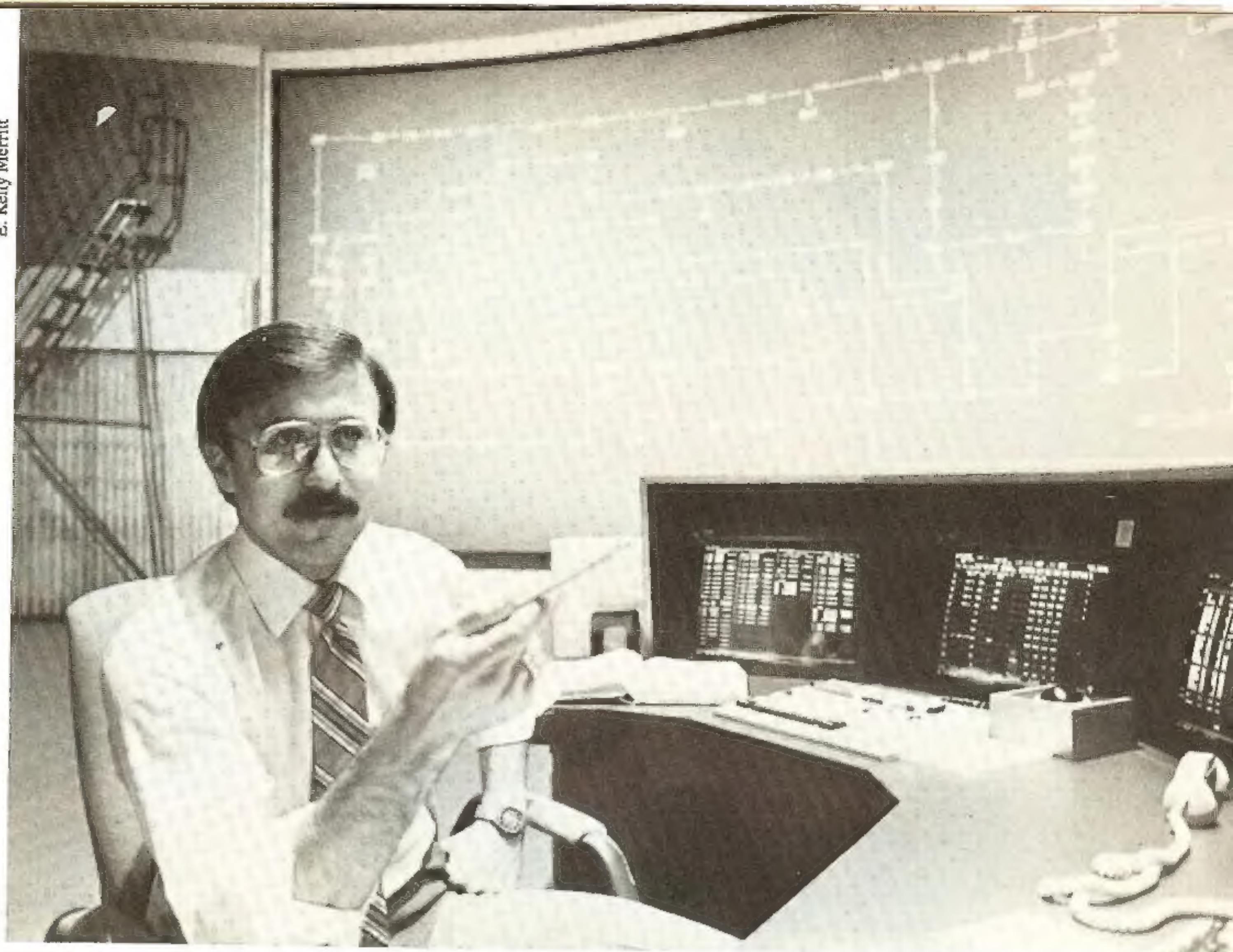
**Correspondents:**  
Robert Adams  
Vickie Albert  
Ronnie Bordelon  
Barbara Broussard  
Ella Brown  
Mamie Burrell  
Debra Cassel  
Myra Castello  
Laurie Cobbs  
Cheryl Crawford  
Lisa Creekbaum  
Betty Dickschat  
Lisa Didier  
Betty Dowell  
Andy Dreher  
Donna Fancher  
Charlotte Gautreau  
Rhonda Haskins  
Connie Herford  
Tina Hunt  
Lynda Kapalski  
Helen Kennedy  
Clint Lilley  
Audrey McDonald  
Carol Morris  
Clint Moss  
Gerald Nelson  
Sherry Overbeck  
Edith Patterson  
Carol Payne  
Myra Ponthier  
Casey Richert  
Mike Rodgers  
Greg Russell  
D. W. Rutherford  
Jeral Semien  
Wilma Shaw  
Sue Simon  
Monica Thomas  
David Thornhill  
Jean Tinsley  
Delores West  
Robby Zeringue

Employees who change residences or offices should fill out company mailing-address-forms (GSU0012-00-81) and return them to the mailroom in the Edison Plaza. GSU publications, departmental mailings and other company information are not automatically forwarded; addresses must be corrected when employees move.



# Power at the best price

E. Kelly Merritt



*Randy Gallier, system operator, explains voltage and tie-line readings from the transmission console of the Energy Control Center. The control center is located in the Liberty-Pearl building in Beaumont.*

by Mike Rodgers

"We've been selling a lot more power in the last few months," says Delbert Zimmerly, manager-power interconnections, as he looks at the facts and figures laid out on his desk. "This means we're operating in a different manner than just running GSU's system. And of course, it means revenue for Gulf States."

Power brokering — buying and selling electricity, is a very complicated business arrangement. Although GSU can theoretically sell power to companies as distant as New England and Canada, most of our transactions are carried out with companies in the southwestern United States. GSU has physical ties to the Southwest Electric Power Company (SWEPCO), Louisiana Power and Light, Central Louisiana Electric Company (CLECO), Mississippi Power and Light, The Southern Company, Louisiana Energy and Power Authority (LEPA), Cajun Electric Power Cooperative (CEPCO) and the city of Lafayette, La. These ties allow for efficient and rapid selling of power.

"We can sell to companies we're

not tied to, but that means the purchaser must pay a transmission service fee to the companies whose lines we use to get it there," notes Zimmerly. Sales to other utilities improved notably in the last half of 1987 due to contracts with two utilities in the Sunshine State — Florida Power and Light and Jacksonville Electric Authority. Florida is a very good market for GSU's competitively-priced power. With very limited natural gas supplies of its own, the state depended on imported oil for years. Purchasing natural gas-produced power from more distant utilities would mean spending huge amounts on transmission fees. Comments Zimmerly, "GSU's price and location make us attractive."

Mel Cole, manager-power supply, sits in his office in the Energy Control Center, where the physical arrangements for buying and selling power are carried out. Cole emphasizes that GSU faces competition in selling energy. "Other utilities are also experiencing low or negative load growth and are capacity-rich." Some power sales

are contracted for long in advance, but others can be made literally on a daily or an hourly basis on the spot market. GSU's system operators call other utilities once an hour, telling them how much we have to sell and at what price. "If it will cost them more to produce the power than to buy it from GSU, the chances are they will buy," says Cole. GSU will usually buy power from another utility if that energy is one mill or more cheaper than our own cost. A mill is one-tenth of a cent.

GSU's price depends on several factors — fuel costs, the type and number of generators on line, weather and load projections. When the weather is hot or cold, the load increases and so does the price. Since most of the money made from excess-capacity sales goes to pay for fuel, GSU does not realize a very large margin. GSU has exceeded its goal for off-system sales by more than 50 percent as a result of these negotiations with the Florida companies.



# HOLIDAY GOODIES

## and the value of electricity

by E. Kelly Merritt

What can you buy for a nickel these days? Not much, but you might be surprised at what 5 cents worth of electricity can do. It will bake 64 muffins in a conventional oven, cook several meals in a microwave oven and toast 24 slices of bread.

To highlight electricity's value and convenience, Gulf States' division representatives are presenting holiday programs to homemakers, senior citizens and other interested groups.

"We're emphasizing that electricity is a good value," says JoNell Barrett, Beaumont consumer information coordinator. Barrett's "Holiday Goodies" program offers advice on economical homemade crafts and foods. She distributes a GSU recipe booklet while reminiscing about cooking the old-fashioned way — on a wood stove.

At one time, home economics programs were the norm for electric utility companies, including Gulf States, says Connie Calfee, Western Division consumer information coordinator. But due to lifestyle changes and the energy crisis of the 1970s, emphasis shifted to energy conservation and school programs. Now, some home economics programs are back.

"Surveys have shown these to be some of the most positive programs utilities ever had," Calfee says.

Beaumont, Western and Port Arthur divisions resumed some holiday programs three years ago, says Carol Morris, consumer information coordinator. "We started in the height of our problems with the public. I was kind of apprehensive." But, Morris says, she was delighted with the response.

"We were welcomed with open arms. There were no negative comments. They looked at us as people, not just as a company."

Calfee and Morris team up with local county extension agents for some of their holiday programs. At a recent lunchtime session in Conroe, Calfee discussed recipes and explained the benefits of electricity. She distributed a booklet of 17 recipes and electricity usage tips and showed drawings of kitchens from the early 1900s and the 1930s. The extension agent demonstrated simple crafts that can be made inexpensively at home. Afterwards, the audience of about 30 women sampled the dishes and inspected the crafts.

In Port Arthur Division, Sue Williams, supervisor of consumer information services, and Brenda Broussard, consumer service representative, concentrate on recipes in their Holiday Goodies program. They distribute a booklet of recipes and tips that Williams and Barrett produced. Last year, Port Arthur

held holiday safety programs that were well received, Williams says.

In Lake Charles Division, Elizabeth Duhon, consumer information coordinator, and the Lafayette Cooperative Extension program sponsored a Homemaker Holidays Microwave Cooking program. It featured Lafayette chef Jean Durkee, author of two books titled: *Tout de Suite a la Microwave*. Durkee demonstrated microwave cooking while Duhon discussed the advantages of the microwave oven.

Christmas safety is the topic of programs by consumer information coordinator Margaret Harris. In her programs to senior citizen groups, she discusses indoor and outdoor holiday lighting.

Why go to the effort of conducting these programs?

"The goodwill it creates is important," says Barrett. "People are beginning to come back and look to us for food preparation ideas."

Not all GSU holiday programs are about crafts and cookies. Baton Rouge and Port Arthur divisions are test-marketing a security light gift program. Here, customers can lease a GSU security light as a gift for a loved one. Since the lights cannot be installed immediately at Christmas, a decorative night-light and card is given to symbolize the gift.

E. Kelly Merritt



Connie Calfee shows a drawing of a modern kitchen — of the 1930s — during a Holiday Goodies presentation in Conroe. On the opposite page, the cover illustration of the GSU-distributed cookbook and sample recipes.



"The program is a way to increase load and revenue for the company," says Jo Ann Smith, manager of consumer information. Baton Rouge energy auditor Donna Bush originated the idea. "That's what we need, employees who see an opportunity for us to increase load and suggest it," says Smith. "This is an example of everybody getting into the marketing effort."



### BANANA NUT BREAD

1/2 c. shortening	1 tsp. vanilla
1 1/2 c. sugar	1 c. mashed
2 eggs	overripe
2 c. sifted flour	bananas
1/2 tsp. soda	1 c. chopped
1/3 tsp. salt	pecans
1/4 c. buttermilk	

Cream shortening and sugar. Add eggs and mix thoroughly. Sift dry ingredients together. Using low speed of the mixer, add dry ingredients alternately with buttermilk and vanilla, beginning and ending with dry ingredients. Add mashed bananas and nuts; mix lightly. Pour into a greased 9 x 5 inch loaf pan and bake at 350 degrees 1 hour and 15 minutes.

### TORTILLA ROLL-UPS

2-8 oz. pkgs.	3 pkgs. large
cream cheese	(burrito size)
1-8 oz. pkg.	flour tortillas
jalapeno dip	picante Sauce
2 green onions,	
chopped	
Garlic or onion	
powder, season	
to taste	

Mix first four items together until smooth. Spread thin layer on tortilla. Roll tortilla tightly, wrap in plastic wrap and freeze. If leaving in freezer longer than two days, add a layer of foil. Repeat with the rest of the tortillas.

Several hours before serving, remove tortillas from freezer. Let thaw. Cut in 1/2 inch slices. Serve with toothpicks and picante sauce.



## Two ways to cook pralines

### ELECTRIC RANGE PRALINES

2 c. granulated	1/2 tsp. salt
sugar	1 tsp. vanilla
1 c. light brown	1-6 oz. pkg.
sugar, packed	butterscotch
1/2 c. water	morsels
1/4 c. light corn	3 c. pecans,
syrup	coarsely
1 tsp. vinegar	chopped

Combine in saucepan white and brown sugar, water, corn syrup, vinegar, and salt. Turn control to highest heat setting to bring mixture to a full boil, stirring constantly. The second the mixture boils, turn the control to OFF. Let stand on electric element for 3 minutes without lid. **DO NOT STIR.** Immediately stir in vanilla, butterscotch morsels and pecans. Stir until morsels are dissolved. Drop quickly by teaspoonful onto waxed paper.

Yields approximately 5 1/2 dozen. (Mixture looks too thin but will sur-

prise you and will firm quickly.) Store in air-tight container.

**NOTE:** You will have to work fast when you start spooning the mixture on the waxed paper or the mixture will become thick in the saucepan.

### MICROWAVE PRALINES

3/4 c. buttermilk	2 tbsps. butter or
2 c. sugar	margarine
2 c. pecans	1/4 tsp. vanilla
1/8 tsp. salt	1 tsp. baking soda

Mix first six ingredients together in a 3 quart casserole dish. Microwave on HIGH 12 minutes, stirring at 4 minute intervals. Stir in baking soda until foamy; return to oven and cook on HIGH 1 minute to darken mixture. Whip with wooden spoon until tacky and mixture turns dull (1 minute). Drop by teaspoon on aluminum foil or waxed paper. Makes 3 1/2 dozen pralines.





## Celebrating Christmas the old fashioned way — through giving

by E. Kelly Merritt

While 1987 has not been easy for Gulf States and its employees, GSU workers are still reaching out to help others. Many Gulf Staters have volunteered their time and money to make the holiday season a happy time for families less fortunate than their own.

"It helps you to enjoy the holiday season with your family when you know you've done a little bit to brighten some other family's holiday," says Sue Kendall, Beaumont consumer affairs coordinator.

A group of Beaumont Division employees, led by Kendall, plans to brighten the holidays for several area families by providing needed food and gifts.

Kendall learns of needy families through her customer contacts and from GSU collectors. Collectors, who visit the homes of customers with delinquent bills, usually have a good idea of which families are truly in need. Kendall then contacts each family and asks the parents to list the items their kids want most. "We always contact the parents. We tell them this is something we're doing as individuals. We get a list and try to fill the order from that."

This is the fourth year Kendall has asked her co-workers to help needy families. "Everybody gets excited and participates. In the

past, we've bought Christmas trees and lights for a family who couldn't afford them. In one case, we paid someone's electric bill."

Similar stories are told throughout Gulf States. In many cases, employees from a district office get together to help. In other cases, an individual takes matters into his own hands.

One such individual is Dudley Clarke, Lake Charles Division general line supervisor. Each year, Clarke asks his church for the name of a child whose family cannot afford Christmas. He finds out what the child likes and takes the youngster shopping. "It kind of brightens their holiday," he says.

One of the most organized efforts is led by Kutay Mahoney, Baton Rouge Division customer contact clerk. Mahoney is chairman of the Needy Basket program which fed 42 families last Christmas. The Needy Basket program was started seven years ago by a group of dedicated volunteers.

"It started as a small thing. Here the collectors were knocking on doors every month to collect money. And for those truly needy people, we thought, why not knock on the door and bring them something. Let the collector do some PR work for GSU."

As in past years, Baton Rouge

employees are asked to donate cash or nonperishable food items. The items are arranged into food baskets "which are really big boxes," Mahoney says. The boxes are filled with food staples such as flour, sugar, rice, canned goods, macaroni and cookies. From donated cash, the group buys a turkey for each basket.

Mahoney gets names of needy families from collectors, the Baton Rouge Volunteers of America organization and local churches.

In Western Division, the Reddy Team plans to send gifts of clothes and food to needy families. The team is a group of volunteers led by Renee Stone. Stone learns of needy families through her job as consumer affairs coordinator. When the families are located, Stone sends a letter with a return form requesting the names and clothing sizes of each individual. She asks that the children write letters to Santa Claus, which are returned to the Reddy Team along with the forms.

"The letters are heartbreaking," Stone says. "One was written by a 14-year-old girl who had never written to Santa Claus because her mother said poor people couldn't do that." She also spoke of a woman who traced the outline of her children's feet onto a sheet of

Audrey McDonald



Orange District personnel Van Kitchens, Darrell "Deek" Richardson and Robert H. Smith save empty soda cans for recycling.





Baton Rouge collectors gathered names of needy families and helped to distribute food baskets to them. Back row, from left: Frank Butler, Ray Warner, Byrd Hutchinson, John Carr. Front row: Sidney Sparks, Kutay Mahoney, Earnest Hebert and Elie Picou.

paper because she didn't know their shoe sizes. "She had never bought her kids new shoes," she says.

Different offices within the Western Division volunteer to fill the requests, Stone says. She hopes for the Reddy Team to help 20 families this Christmas.

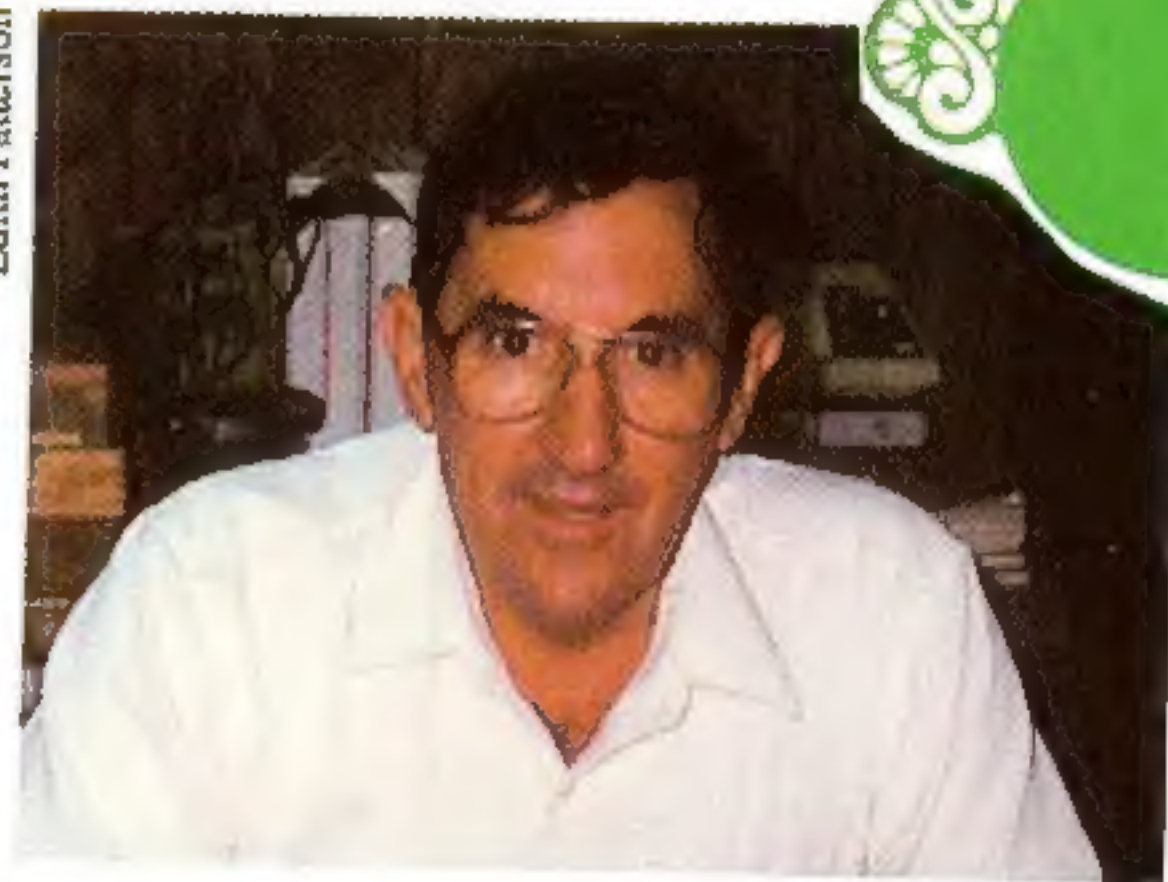
In Port Arthur Division, employees have adopted a group of students at the Huguen Center for Physically Handicapped Children. Most of the 65 students living at the Huguen School go home for Christmas, but 11 will stay at the school because they have no family and no place to go, says PBX operator Teresa George. George led a fund raising effort to buy gifts for these 11. She was pleasantly surprised when donations totaled more than \$1,000, enough to spend nearly \$100 per child. The school provides food and basic necessities for the children, but cannot afford the extra items which kids like to have, George says. Employees plan to buy gifts such as toys, clothes, perfumes and barrettes.

Employees of the Orange Service Center plan to continue their tradition of distributing holiday baskets. But this year, the needy will also benefit from a new soft drink vending machine in the coffee shop. When the vending machine was

installed, employees decided to save and recycle the cans, using the money collected from recycling to purchase food for holiday baskets. In just a few months, money collected from the cans had already totaled more than \$113.

In Lake Charles Division, members of several departments have pitched in to furnish the Christmas food and gifts for a needy family. This year, they found a needy family through the Salvation Army.

In the Daisetta office, senior district service representative Van Graham and his co-workers pitch in each year and buy a load of groceries for a needy family. Says Gra-



Dudley Clarke

ham: "We don't like to put names on it or embarrass them. We've been blessed, we have good jobs. We're just trying to spread it around a little bit."

These are typical of many Gulf Staters helping people less fortunate than themselves. Many help through their churches or other organizations. All help through a spirit of unselfish caring. Says Mahoney in Baton Rouge: "When there's a need, there's a tremendous amount of response from GSU employees. Everybody is really generous. All I can say is God bless them."



Don Perio, Linda Breaux and Teresa George record donations on a wall chart. The chart did not last, however, as donations quadrupled the high mark of \$250.





# Basic Thrift, Basic 401(k) offer you a 50 percent return

by Betty Gavora

How'd you like to make 50 cents on each dollar you invest? That's the opportunity you have by signing up for Basic Thrift or Basic 401(k).

You are eligible to participate if you have completed at least one year of service at Gulf States — 12 consecutive months of employment during which you worked at least 1,000 hours. Your participation will begin on the first day of the month after you meet the eligibility requirements and file your application with Payroll.

You can save from 2 percent to 6 percent each month through regular payroll deductions. And for each dollar you put in, the company will add 50 cents, a 50 percent increase on your money.

As a participant, you can:

- contribute all of your money to Basic Thrift
- contribute all of your money to Basic 401(k)
- split your contributions between Basic Thrift and Basic 401(k), as long as you invest at least 2 percent in each.

Whether you choose Basic Thrift, Basic 401(k) or a combination of the two, you have a choice of how your money is invested. The options open to you are:

- full shares of GSU common stock
- a savings account which includes investment in Certificates of Deposit
- a guaranteed fixed income fund.

You can invest your money in 10 percent increments in any one or a combination of these options.

Your contributions to Basic Thrift are made with "after tax earnings." That is, your contributions are taxed before entering the plan. But your contributions to Basic 401(k) are not taxed imme-

diately. Instead, your taxable income is reduced by the amount of your Basic 401(k) deposits. This reduces your federal withholding for income tax purposes.



You are immediately vested in any contributions GSU makes on your behalf. In other words, all of GSU's contributions belong to you. These contributions will be paid to you if you terminate your employment, retire, or become disabled, or to your spouse or designated beneficiary if you die.

If you are not in Basic Thrift or Basic 401(k), you can start participating now by filing your completed enrollment form with Payroll. Also, if you are in Basic Thrift and would like to switch to Basic 401(k), this change can be made at any time. Once you begin contributing to Basic 401(k), your participation will continue until Dec. 31 of the year in which you file a change form requesting that your Basic 401(k) participation stop.

There are make-up provisions, too. So, if your Basic Thrift deposits during any one year or any two consecutive years were less than 6 percent, beginning Jan. 1 of the following year, you can increase your Basic Thrift deposits from 7 percent to 10 percent, as needed to make up the difference between what you actually contributed during that time and the 6 percent maximum. When you do this, Gulf States will contribute 50 cents for each dollar of your Basic Thrift make-up contributions the same as it would have if you had contributed the made-up portion for that entire time. Requests for make-up

deposits must be received no later than Dec. 31 to begin in January of 1988.

Any earnings or dividends received on your investments go back into your account. Each year you will receive a statement showing the dollar value of your account and a breakdown of your investments.

Withdrawals of your Basic Thrift deposits can be made, but certain suspension provisions may apply depending upon the frequency of your withdrawals, the withdrawal amounts and the number of years you have participated.

Withdrawals of your Basic Thrift 401(k) deposits can be made in the event of financial hardship. Like Basic Thrift, certain suspension provisions may apply and, in addition, 401(k) withdrawals must be approved by the plan's administrative committee.

As a result of the Tax Reform Act of 1986, many changes in the tax treatment of Basic Thrift and Basic 401(k) withdrawals occurred. At the time you request a withdrawal, you will want to be sure you understand the tax implications that will apply.

In mid-1988 a loan provision will be added to make it possible for you to borrow up to 50 percent of the fair market value of your total account in an amount ranging from \$1,000 to \$50,000. In most cases the interest rate will be lower than current prevailing lender rates. The loan will be paid back through convenient payroll deductions over a payback period which can be as short as six months or as long as five years.

For more information on this easy way to save money and provide for your future, see *Your Employee Handbook*, the latest Thrift Plan Prospectus or call Benefits at 733-5716 or (409) 838-6631, extension 5716.



# Leveling the load

by Robert Adams

In the future, some of our customers may elect to have their loads such as air conditioning and water heating cycled on and off by GSU. Roy West, manager — load management research, says that cycling is already occurring for some utilities and rural electric cooperatives as a means of load management. "Load management helps keep the peaks down and more evenly spreads out the demand," says West.

GSU reorganized the load research group and formed the load management research group in 1984 after regulatory commissions began requiring more detailed load research data during rate cases. The group consists of load research and load management.

When researching load, the group gathers data to measure the characteristics of the loads for each class of customers. This information is used in rate cases to determine the level of each customer group's rates.

Most large industrial customers use a magnetic tape recording meter which records their electricity usage for an entire month. This makes gathering data from this class relatively easy.

However, due to the large number of residential customers, it is too costly to install a magnetic recording meter on each household. So the load research group uses about 200 recording meters to monitor the entire class. Using such data as demographics and information on lifestyle, the group determines specific households on which the meter department installs a recording meter. A single meter represents approximately



Joe Roberts, senior engineering assistant, left, secures the cover on a residential magnetic recording meter as Linda Shirey, senior load research analyst, notes its condition.

2,400 residential customers.

Meter tapes are removed monthly and the data is analyzed and loaded into GSU's mainframe computer. Load research personnel, utilizing a state-of-art commercial software program, perform

They have also been used for other end-use projects that will be reported on in the near future. When GSU's financial position improves, it is anticipated these recorders will be in continuous use collecting valuable data to be used

---

*"When GSU again needs to build new generation, probably in the late 1990s as it looks now, the commissions will want to know what kind of load management GSU has had in place to delay that new generation."*

---

various analyses of the load data and make it available to departments to use in rate design, load management, peak forecasting, marketing strategy and generation planning.

Approximately two years ago, top management approved the purchase of 200 new solid state end-use recorders. Each recorder measures four loads at one location and transmits the data via telephone lines to a computer in Edison Plaza.

GSU obtained data for a recently-released report on a passive solar home in Baton Rouge using one of these new recorders.

in carrying out GSU's business.

"When GSU again needs to build new generation, probably in the late 1990s as it looks now," says West, "the commissions will want to know what kind of load management GSU has had in place to delay that new generation." The load management group maintains an up-to-date knowledge of how other utilities manage their load growth through load management and knowledge of types of capabilities of current load management equipment. This group is ready to implement a program to control load when needed.



*Audrey McDonald*

## Who's walking in next?

E. Kelly Merritt



*Audrey McDonald at her desk in the Orange Service Center.*

by E. Kelly Merritt

The children who come to Gulf States' Orange office know where to turn. For a friendly smile or pennies for the gum machine, they look to Audrey McDonald, receptionist and switchboard operator.

McDonald is a people-person, and seeing the children and the customers who enter the office makes her day. "When I come to work I feel good. It's the people that keep my motor running, the expectation of who's going to walk through the door next."

"Audrey is a long-term employee who is very conscientious and customer-oriented," says Ed Hutchins, Orange District superintendent. "She shows compassion for the customer who has problems and does a good job of meeting the public."

A 17-year veteran of GSU's Orange office, McDonald is the first contact when customers walk through the door. "I feel like the impression I make is the impression they are going to have of the company. I think most people walk in and feel welcome and feel that I've been friendly."

McDonald is committed to her job. "If I'm going to work somewhere, I have to believe in the company," she says. "GSU is a good company, I've always been proud to work here."

Born to a Cajun family near Kaplan, La., McDonald's first language was French. And her Cajun background led to one of her most memorable experiences at Gulf States.

A French-speaking family from Belgium, who spoke no English,

walked into the office one day and sought her help. Although her French was a bit rusty, McDonald was able to communicate with them and fill their service order. Later, when the family needed financial help, McDonald saw to it that they received assistance from the Red Cross. She says the family assured her they had no problem understanding her "Cajun French."

Such is the kind of service customers have come to expect from McDonald. "When the customers leave here, I want them to feel content that we are concerned with their problems even though we have guidelines to follow. This is where my friendship with customers stems from — the human side of Gulf States."



# NEWS BRIEFS



Karla Jones

## Jones receives certification

Karla Jones, materials distribution stenographer, has been designated Certified Professional Secretary (CPS) by Professional Secretaries International. To obtain the CPS rating, Jones had to meet certain work and education requirements and pass a six-part comprehensive exam. The exam covered aspects of business law, economics and management, accounting, office administration and communication, office technology and behavioral science. Jones is a member of the Beaumont chapter of Professional Secretaries International.

## Sewell honored by Securities Association

The Securities Transfer Association and its regional affiliate, the Southwest Securities Transfer Association, have designated Ridge Sewell as "Outstanding Stock Transfer Person of the Year." Sewell, director of shareholder services, received the honors at the association's annual meeting in Phoenix. The awards recognize Sewell's "active participation in educational training and his strong sense of administrative leadership." Sewell coordinates the regional group's educational programs.

E. Kelly Merritt



Singing pirates commandeered the Edison Plaza cafetorium in late October to announce the arrival of the tall-ship *Elissa* to Beaumont. The troupe entertained the lunch-time crowd with songs and stories.



Joel Jeffcote

## Jeffcote recognized

The Huntsville Chamber of Commerce has recognized Joel Jeffcote, superintendent-Huntsville District, for his contributions to economic development in the Huntsville-Walker County area. At a recent Chamber meeting, Huntsville Mayor Jane Monday presented Jeffcote with a certificate of recognition from the Texas Industrial Development Council.

## Bowling tournament winners

Sixty-six Gulf Staters participated in the annual system-wide bowling tournament held this year in Lake Charles. Winners were:  
**All events** 1st place: Judy Reon, Lake Charles; 2nd place: Tina Northcutt, Lake Charles; 3rd place: Becky Wagner, Beaumont.  
**Women's singles** 1st place: Judy Reon, Lake Charles; 2nd place: Shari Bernhardt, Beaumont; 3rd place: Marsha Clay, Conroe.  
**Men's singles** 1st place: Wilbert Reon, Lake Charles; 2nd place: Vance Edwards, Port Arthur; 3rd place: Eli Whatley, Lake Charles.  
**Doubles** 1st place: Edie Lopez and Vance Edwards, Port Arthur; 2nd place: Tina Northcutt and Mike Northcutt, Lake Charles; 3rd place: Ray Lopez and E. J. Badeaux, Port Arthur.  
**Teams** 1st place: Allen Guillotte, Theodore Matte, Judy Reon, Wilbert Reon, Lake Charles; 2nd place: Linda Tharp, Joe Taylor, Darlene Sechelski, D. W. Rutherford, Conroe; 3rd place: Tina Northcutt, Mike Northcutt, Irvy Reon, Sandy Reon, Lake Charles.



# PLAIN TALKS

P. O. Box 2951  
Beaumont, Texas 77704

Address Correction Requested

BULK RATE  
U.S. POSTAGE  
**PAID**  
Beaumont, Texas  
Permit No. 11

*It's not too late —*

DECEMBER						
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

## TO SAVE MONEY AND REDUCE YOUR TAXES IN 1988 —

by signing up for Basic Thrift or Basic 401(k) today. If you enroll in December, your savings will start in January 1988 and . . .

For every dollar you invest, Gulf States adds 50 cents — instantly. That's a 50 percent return on your money. So don't delay.

If you have at least one year of service at GSU, you can save 2 percent, 4 percent or 6 percent of your base pay each month through regular payroll deductions — to your Basic Thrift or Basic 401(k) account.

Basic Thrift deductions come from your "after tax earnings," but Basic 401(k) deposits come from your "before tax earnings," so they give you the added advantage of lowering your income tax withholding.

And you're immediately vested in any GSU contributions. In other words, all of GSU's contributions belong to you.

It's not too late to make this investment in your future today — for yourself and your family.

## CAN YOU THINK OF A BETTER WAY TO START 1988?

For more information, see  
**Your Employee Handbook** or call Benefits at  
733-5716 or (409) 838-6631, ext. 5716.